

**REMARKS**

The claims here amended require an initial obtaining of user interest profile and thereafter performing the rest of the steps using this data. This amendment makes the art of record even more remote.

It is not believed any fees or extensions of time are believed to be due in connection with this amendment at this time; however, consider this a request for any extension inadvertently omitted, and charge any additional fees to Deposit Account No. 26-0084.

Reconsideration and allowance is respectfully requested.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Edmund J. Sease', written in a cursive style.

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